

## Message Text

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PAGE 01 BRASIL 01970 231330Z

44

ACTION ARA-02

INFO OCT-01 ISO-00 PA-01 INR-01 TRSE-00 /005 W

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P R 231300Z MAR 74

FM AMEMBASSY BRASILIA

TO USINFO WASHDC PRIORITY

INFO SECSTATE WASHDC 2406

USIA/VOA MIAMI

UNCLAS BRASILIA 1970

USIAC

SECSTATE PASS TREASURY (WEBER)

ATTN: IOP/M, IPS, IBS, RIM, ILA

E.O. 11652: N/A

TAGS: PFOR, ETRD, BR, UR, XY, NATO

SUBJECT: DAILY MEDIA REACTION REPORT

1. SECSTATE PRESS INTERVIEW: RECEIVES PROMINENT PLAY. SAMPLE FRONT-PAGE HEADLINES: INDEPENDENT JORNAL DO BRASIL (RIO); "U.S. WANTS TO REINFORCE ALLIANCE WITH EUROPEANS"; INFLUENTIAL O ESTADO DE SAO PAULO: "KISSINGER'S MISSION WILL BE DIFFICULT." (MARCH 22). O ESTADO'S EDITORIAL COMMENTS ON OBSERVATIONS MADE RECENTLY IN LONDON BY COMMUNIST DEPLOMATS THAT SECSTATE KISSINGER SHOULD EXPECT TO HAVE A COLD RECEPTION WHEN ARRIVING IN MOSCOW NEXT WEEK AND SHOULD BE READY TO CONFRONT UNFORSEEN DIFFICULTIES: "...IN FACT, SECSTATE KISSINGER'S MISSION IS THAT OF FINDING OUT IF THERE EXIST PROSPECTS OF REACHING TRUE UNDERSTANDING AND OF FIRING UP MEANINGFUL AGREEMENTS WITH MOSCOW. A COLD RECEPTION TO THE HEAD OF AMERICAN DIPLOMACY COULD BE AN INDICATION THAT THE SOVIET LEADERS HAVE LOST INTEREST IN DETENTE OR THAT THEY ARE TRYING TO TAKE ADVANTAGE OF NIXON'S EFFORT TO DISGUISE WEAKNESS OF HIS DOMESTIC POSITION BY OBTAINING INTERNATIONAL SUCCESSES AND HAVE DECIDED TO INCREASE THEIR PRICE FOR SUCH UNDERSTANDINGS AND AGREEMENTS..." (MARCH 22).

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PAGE 02 BRASIL 01970 231330Z

2. SECRETARY SHULTZ FORTHCOMING BRAZIL VISIT; GIVEN LIGHT

STRAIGHT PRESS COVERAGE. SAMPLE HEADLINE: JORNAL DO BRASIL:  
"SHULTZ COMES TO TALK ABOUT MULTINATIONALS" (MARCH 22).

3. U.S. INVESTIGATION OF BRAZILIAN SHOE IMPORTS: MODERATE  
PRESS PLAY CONTINUES. SAMPLE COMMENTARY:

BUSINESS-ORIENTED DIARIO DO COMERCIO E INDUSTRIA (SAO PAULO)  
EDITORIAL SAYS: "...IN ORDER TO BE ABLE TO COMPETE, THE  
DEVELOPING NATIONS MUST GIVE SPECIAL TREATMENT TO THEIR EXPORTS  
...BECAUSE THEY DO NOT HAVE MULTINATIONALS OR, TO SAY IT BETTER,  
COMPANIES WHICH CAN...DOMINATE THE INTERNATIONAL MARKET. WITH  
THEIR FINANCIAL AND ECONOMIC POWER SUCH COMPANIES CAN MASS-  
PRODUCE, THUS REDUCING THE COST OF THEIR PRODUCTS. TO TRY TO  
CONSIDER THE DEVELOPING NATIONS' EXPORT INCENTIVES AS 'DUMPING'  
MANEUVERS REPRESENTS ANOTHER ATTEMPT TO HINDER THE PROGRESS  
OF THOSE NATIONS WHOSE PER CAPITA INCOME REMAINS VERY LOW...  
IN TRADE MATTERS IT IS EASY TO TALK TO THE GREAT (POWERS):  
WHAT IS DIFFICULT IS TO CONVINCE THEM." (MARCH 22).  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESS CONFERENCES, NEWS MEDIA COMMENTS, VISITS, FOREIGN POLICY POSITION  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 23 MAR 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974BRASIL01970  
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**Document Unique ID:** 00  
**Drafter:** n/a  
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**Film Number:** D740062-1117  
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